



## Breastfeeding Friendly (BFF) Community Initiative General Information

Imagine a community where office buildings, stores, churches and all critical establishments publicly display their support for breastfeeding. Research proves breastfeeding is the healthiest start for babies and our entire community benefits when mothers feel supported in their choice to breastfeed.

First 5 Fresno County's Breastfeeding Friendly (BFF) Community Initiative is an effort to encourage businesses and other establishments to support breastfeeding in our community. The goal is to erase the stigma associated with breastfeeding in public. When you see the BFF logo on display, it means that location welcomes and supports breastfeeding mothers. The BFF logo is made up of the international breastfeeding logo, the letters "BFF" and the phrase "Breastfeeding Friendly."

### What are the goals of the BFF Community Initiative?

- Support current breastfeeding mothers in their choice to breastfeed;
- Educate the general public about the importance of breastfeeding our babies;
- Encourage local businesses and establishments to be part of the countywide support of breastfeeding;
- Empower women with knowledge about the benefits and laws that protect breastfeeding in California.

### Why does being Breastfeeding Friendly matter?

- Breastfeeding is a preventative intervention that promotes health and nutrition among children and their mothers. It is proven to help in the prevention of childhood obesity, type 2 diabetes and asthma.
- In Fresno County only 47% of moms choose to exclusively breastfeed their new baby (no formula).
- 42% of Fresno County children are overweight or considered obese and nearly 1 in 3 suffer from asthma. Breastfed babies are healthier thus contributing to less health care costs.
- Research proves lack of information, support at home, at the workplace, and in public places influences a mother's decision to breastfeed.

### What does it mean to be a BFF Community Partner?

It signifies the establishment is committed to a healthy community and has agreed to:

- Display the BFF logo signaling awareness and support of California's Civil Code section 43.3 which protects a mother's right to breastfeed in public (printed below).
- Allow breastfeeding mothers (employees, visitors and patrons) to breastfeed at the premises as protected by law.

*CA Civil Code Section 43.3: Notwithstanding any other provision of law, a mother may breastfeed her child in any location, public or private, except the private home or residence of another, where the mother and child are authorized to be present.*

### How can I help to make Fresno County a BFF Community?

- Support businesses and organizations that display the BFF logo.
- Share the information and get your workplace to sign up to be a BFF Community Partner.
- Encourage friends and family to support breastfeeding for at least the first six months of life.

**To become a BFF Community Partner contact Fabiola González (559) 241-7444 | [fgonzalez@first5fresno.org](mailto:fgonzalez@first5fresno.org)**